

Film Industry (Branding, Promotion & Social Media Virality)

Background

A leading superstar of Indian cinema's movie was launching and they wanted to promote the movie trailer for a blockbuster release.

Problem

To promote the Rajnikanth's movie to increase the people walking in to the theaters on the same weekend of the release and to increase the social media engagement.

Solutions

vidCampaign team worked with the distributor to select the short commercial video of the film, designed an attractive campaign, stitched the video in the campaign, selected the region of the target audience and executed a video email campaign to 1 Million people.

Result

The short commercial video had a great reach where almost 40% of the people opened the email and 17% watched the movie trailer inside the email and shared the same in social media. Since the email had a contest message to win 100 free movie tickets, the short commercial was virally spread in facebook also, which made the campaign a super hit. The campaign was sponsored by couple of local brands who also benefited from the great mileage that the movie promo had.

Benefits

The design of the video email with the contest to entice people to participate in the social media virality concept worked wonders for this campaign. The video email analytical tool helped forecast the reach and also the social media analytics helped the team to identify the winners at real-time. This was a win-win campaign for the film distributors as well as the local brands who sponsored the campaign.